

## **Specification**

**Title:** Market share forecasting for businesses selling products or services to other businesses (non-consumer markets)

**Inventor:** Robert Allen Sevio

### **References Cited:**

#### **U.S. Patent Documents**

5,461,699	October 24, 1995	Arbabi, et al.	706/21; 706/25; 706/925
6,009,407	December 28, 1999	Garg	705/10; 705/7; 705/14; 705/28
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6,415,267	July 2, 2002	Hagen	705/35; 705/36
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#### **Other References**

BusinessWare UK Ltd, " BusinessMap ", From <http://www.businessware.co.uk>, 2003.

Business Forecast Systems, "Forecast Pro", From <http://www.forecastpro.com/index.htm>, 2003

Market Modelling Limited, "Matrix", From: <http://www.market-modelling.co.uk/>, 2003

The Marketing Process Company, "EXMAR", From  
[http://www.themarketingprocessco.com/mp\\_exmar.htm](http://www.themarketingprocessco.com/mp_exmar.htm), 2003

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**Attorney, Agent or Firm:** Self-represented

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#### **Supporting Computer Programs on CD**

1. This specification shown on a Word document file, titled: "Specification - Market share forecasting, amended 02092004.doc"
  2. This specification demonstrated on an Excel spreadsheet file, titled: "Example - Market share forecasting, amended 02092004.xls"
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## **Background**

Increasing competition, shorter product life cycles, and frequent business failures underscore that businesses must do a better job of forecasting market share. This method is intended to address this problem, in business-to-business markets.

This method for providing market share predictions and pricing guidance has been developed by analyzing

the performance of companies in business-to-business markets (non-consumer markets). It has also been developed by modeling thousands of hypothetical business-to-business markets. It has been matured over a period of several years by Robert Allen Sevio, whose experience is briefly discussed below.

The inventor of this method, Robert Allen Sevio, currently assists companies by:

**Ranking Market Opportunities, Forecasting Market Share, Developing Marketing Plans**

For most of the past 17 years, Robert Allen Sevio has consulted for companies to help them identify and address market opportunities. Some current and past clients include: a provider of network integration services, a provider of safety certification services, a provider of mainframe management software, and a provider of industrial power, heating, and air conditioning systems.

Robert Allen Sevio's other professional experience includes:

Manager of Marketing Research and Business Planning for Nortel (formerly Northern Telecom)

Director of Marketing Services for ITT's Business and Consumer Communications Division

Robert Allen Sevio is a graduate of the Rochester Institute of Technology, School of Business, 1966.

#### **Brief Summary of Invention**

A computer-implemented method by which a business, selling a product/service to a business (non-consumer) market, can, forecast market share for itself and its competitors, and also forecast a pricing ratio, versus its leading competitor, needed to achieve its market share.